Turning Up The Volume on Shortwave Radio

by Jeff Chanowitz

What should be the future direction of international broadcasting? This question was addressed by over 175 members of the world radio community who converged on Washington D.C. last May to examine the state of international broadcasting at a Center for Strategic and International Studies sponsored symposium. Entitled "Turning Up the Volume On International Broadcasting," the resulting discussions gave insights into the rapidly changing present and future of shortwave broadcasting.

"We wanted to bring international radio and broadcasting into the limelight," commented visiting international telecommunications fellow Michael O'Hara Garcia. Garcia was the project director for the symposium and a member of the Center for Strategic and International Studies, an international think tank that advances understanding of emerging world issues in the areas of politics, business, and economics.

The symposium attracted such industry insiders as Hirishi Iwamoto, the director of NHK, Radio Japan; Denis Louche, director of development at Radio France International; Anatoly Tupkin, First Deputy Chairman of Radio Moscow; John Tusa, director of BBC World Service; Robert Coonrod, deputy director of VOA; Bill Plante, state department correspondent of CBS News; and countless others.

The one-day event consisted of five panels that examined State Broadcasters — New Programs and New Politics; Broadcast Technologies — The Future Is Now; Private International Radio Broadcasters — A Global Market Place?; Audience Research and Market Realities — Who Is Listening and Why?; and The Impact Of the Fall Of Communism and the Persian Gulf War. Each panel consisted of some of the top people in the fields of audience research, programming, and reporting, resulting in candid discussions that shed significant light on the direction of international broadcasting.

World radio community members discuss state broadcasters' response to the politics. Seated from left to right our: John Tusa, Director of World Service, BBC; Anatoly Tupikin, First Deputy Chairman, Radio Moscow; Eugene Pell, President, Radio Free Europe/Radio Liberty; Denis Louche, Director of Development, Radio France Int'l; Hirashi Iwamoto, Director General, Radio Japan NHK; Alan Familiant, Acting Director, Radio Canada Int'l; Robert Coonrod, Deputy Director, VOA; Bill Plante, State Department Correspondent, CBS.

Michael O'Hara Garcia

MT talked with Michael Garcia about the issues affecting international broadcasting. He perceived the main theme that emerged during panel discussions to be the increasing amount of change in the political, economic, and technological areas which have been instrumental in shaping the broadcasting environment.

Garcia commented, "When you consider that the large majority of the world's population in the year 2000 will be under 21 . . . if shortwave can't deliver quality programming and signals, then it's going to be hard to attract listeners." In-band technology, which enables shortwave broadcasters to embed a digital signal within an HF transmission, is just one of the technological advances that could enable shortwave broadcasters to provide high-fidelity signals that can successfully compete against FM stations.

Other new technological breakthroughs are enabling broadcasters to redefine international broadcasting. Today satellite technology presents broadcasters with a new way for listeners to receive programming. In developed countries, people can now receive satellite transmissions directly on their TVRO dishes (Television Receive Only) or indirectly on cable via the C-Span Audio Network (in the U.S. only). These new technologies are not threatening HF transmissions, but are providing shortwave broadcasters with additional ways to deliver their programming.

Garcia commented that international broadcasting is now more than just shortwave transmissions, stating, "We don't want to think of international broadcast as just HF." He told of an experience that reinforced this view. While on patrol in the desert as an observer with the multinational forces in Sinai, Egypt, Garcia was surprised to find the BBC World Service, being broadcast on AM, from a radio station in Cyprus.

Order Your FREE Skyvision Catalog Today

It's Loaded With Factory Fresh Satellite TV Products. "All At Discount Prices"

Call Toll Free 800-334-6455

International: call 1-218-739-5231 Fax line 218-739-4679

- Complete Systems
- Upgrades
- 2 ft to 24 ft Dishes
- Parts
- Accessories

- Major Brands
- Factory Fresh
- USA Warranty
- Fast Delivery

Satellite TV Anywhere

WORLD SATELLITE TV AND SCRAMBLING METHODS

"The Technicians' Handbook"

The thorough text is a must-buy for technicians, satellite professionals and curious do-it-yourselfers.

The design, operation and repair of satellite antennas, feeds, LNBs, receivers and modulators are examined in detail. An in-depth study of scrambling methods and broadcast formats including the VideoCipher II, Oak Orion, FilmNet, Sky Channel, EuroCypher, D2 MAC, BSB and Teleclub Payview III. Circuit and block diagrams of all components are presented and clearly examined throughout the handbook. This information is a prelude to the chapters on troubleshooting and setting up a test bench. This expert guidance on testing, servicing and tuning is complimented by a wealth of detailed illustrations.

340 pages, 8 1/2 x 10 as over 200 photos, diagrams, wiring schematics and 16 tables /appendices /index

S&H $5 (U.S.) $39.95

THE SKYVISION DO-IT-YOURSELF INSTALLATION VIDEO

"Now You Can Watch It Being Done"

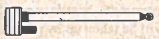
Installing or "Tuning up" your satellite system made simple

VHS or Beta . . S&H $3 (U.S) $33.95

ORBITRON Mesh Dishes

"Quality Demonstrated by Performance"

7ft	dish & polar tracking mount		$239
8 5ft	-	-	299
10ft	-	-	349
10ft HD	-	-	439
12ft	-	-	699



ACTUATORS

18"	Superjack II	S&H	$14	$89
24"	Superjack XL	ball	15	139
24"	Venture	acme	15	129
51"	JGS	acme	22	219

TUNE YOUR DISH TO ITS MAXIMUM!

"With The Pico" Signal Meter

A must for the serious dealer or satellite system owner. Saves time, frustration and money. Use when installing a new system, moving your dish, re-alignment of a dish that has been moved by wind, frost heaves etc., gets you right on the satellite belt for the best possible pictures!

Pico signal meter S&H $6 $89.95

PowerStar (7" x 2 3/4" x 1 1/2")

Plugs into Your Lighter! Runs Appliances

NOW, house current from your car/truck /RV/boat. . . without a generator!

When the power fails, run an extension cord into the house and plug in the lamp and the TV. Also great for camping trips, tailgate parties and outdoor chores. Don't get caught in remote places like Alaska etc. without your Camcorder and PowerStar power converter.

Input: 10-15 volts DC

Output: 115 volts AC true RMS ±5%

Frequency: 60 Hz ±2%

Protection: Automatic overload shutdown & recovery

Power: 400 watts peak, 200 watt for two minutes minimum, 140 watt continuously

#PDW200 S&H$6 Was $149 NOW $129

IRDs / RECEIVERS / SYSTEMS

"Save $$$ on Packages"

System package includes: ORBITRON 10 foot mesh dish, 40degree LNB,18" Jack Arm, Feed-horn and Receiver/IRD (VC II)plus decoder)of your choice, plus a FREE detailed installation Video.

	IRD	Receiver	System
UNIDEN UST2200	(Receiver)	$219	
UNIDEN UST6000	(Receiver)	$458	$699
UNIDEN UST9900	(IRD)	$1025	$1549
UNIDEN UST4200	(slave recv.)	$766	
UNIDEN UST4400	(IRD)	$987	$1499
HTS V	(IRD)	$1099	$1639
HTS VIII Plus	(IRD)	$1255	$1798
HTS X	(IRD)	$1449	$1999
MONTEREY 90	(IRD)	$1899	$2399
MONT.100C (Commer)	(IRD)	$1539	$2159
DRAKE ESR324b	(Receiver)	$239	
DRAKE ESR924t	(Receiver)	$599	$1149
DRAKE ESR1024	(IRD)	$1037	$1587
DRAKE ESR1224	(IRD)	$1165	$1699
DRAKE ESR1424	(IRD)	$1369	$1899
ECHOSTAR 3000	(Slave recv.)	$788	
ECHOSTAR 4000	(IRD)	$899	$1449

Just a partial listing of hundreds of products listed in the Skyvision catalog. Ask for your's today!

Send in coupon or call toll free

All Major Credit Cards Accepted

Skyvision Inc.®

2052 College Way Fergus Falls, MN 56537 – Toll Free 800-334-6455

Mail in coupon or call Toll FREE today for the SKYVISION Satellite TV Product Catalog

Delivered free to your mail box in U.S. and its holdings.

• International requests add $8.00 to cover shipping and handling

☐ Send Skyvision Satellite TV Products Catalog

Name _____ Phone ( )

Address _____

City _____ State ____ Zip ____

You Can Do It!

Install A System, Upgrade & Repair Yourself And Save $$$$

Competition in Programming, Not Technology

"The competition for international radio is local radio that is reliable and truthful," Garcia remarked. He added, "Most broadcasters (international) don't compete with each other." Garcia recalled an interview with Vietnamese boat people. When asked which international broadcaster they listened to, most didn't listen to one station, but would tune in to several international services and compare each station for the accuracy of its news.

While interviewing the Vietnamese, Garcia recalled that they expressed a preference for localized news coverage. The VOA regionalizes its news programming; Consequently, the VOA was the favorite for the Vietnamese surveyed.

On the subject of audience preferences, Garcia mentioned that symposium members agreed that news programming is the primary draw for listeners. In the developed world, the audience

tends to be highly educated. What they desire is to receive more information and different view points. However, in developing countries where the media is controlled, the desire is for truthful and accurate information. As the population of the developing world increases, it seems likely that more of an emphasis will be put on programming for their needs.

> *"The people who say that shortwave is going to die are like the people who said the movies would die when TV came. It just is not going to happen."*

To ensure that new programming matches the desires of listeners, Garcia also forsees the emergence of specialists who will advise broadcasters on the most effective programming. Like the format doctors in the U.S., these new specialists will help radio stations that fail to attract listeners. Also, because global audiences are becoming younger, the non-news programming will have to be made attractive enough to compete with other listening alternatives. Garcia commented that to attract listeners future programmers will have to put a greater emphasis on music formats.

This has in fact already happened at the Voice of America. During the 1980s the VOA designed a highly-popular Top 40 youth-oriented music service that beamed its signal to Western Europe. The programming featured music, but also included news and commentary that are typical of shortwave broadcasts. Despite VOA's experience, many broadcasters have not responded to cultural and demographic changes. Garcia remarked, "There are a lot of people who are sticking to their old ways of doing things. Since the fall of communism, more broadcasters are looking for new formats and ideas. It's a time of transition."

From a political perspective, the fall of communism and the Gulf War have spotlighted shortwave's usefulness. During the war, the tremendous impact of instantaneous communication was made apparent as audiences heard and watched live reports of Scud attacks on Israeli and Saudi Arabian cities.

"Radio is the fastest and most effective way to receive information during international emergencies," Garcia commented. He cited the large demand for shortwave radios during the crisis as an indicator of the usefulness of international broadcasting in gathering the fastest and most diverse amount of information sources. Even CNN's television broadcasts were only audio with slides of the Baghdad hotel placed in front."

"It was generally agreed among our panelists that the fall of communism has changed the U.S. government's view of international radio," Garcia commented. With communism in retreat, the objectives of international broadcast services are now being reevaluated. Last May, President Bush appointed a task force to reexamine the most effective way to use the U.S.'s resources for international broadcasting in the wake of the changing international political situation. The task force findings, which will be released in December, are likely to be a key determinant for the future of VOA and Radio Free Europe/Radio Liberty.

Making More of a Good Thing

In the wake of the closing of Radio Canada International and the drastic cutbacks at Kol Israel, the ending of the cold war seems to have signaled a trend toward fewer shortwave stations. Garcia disagrees. He described the reasons for the cutbacks largely resulting from "nonvisionary government ministers who are europhiles."

Says Garcia, "The fall of communism has led many to believe they don't need it (shortwave broadcasting) as a source of communication. They don't see that people in India and Fiji will have an impact on their country. In the short run they might not, but in the long run they will."

Additionally, despite doubts from many of the symposium panelists, Garcia believes that the gaps left by government broadcasters who end transmissions will be taken up by private broadcasters. He added that the major factors that have inhibited commercial broadcasting in the past are now changing. The development of in-band and digital systems, which have increased sound fidelity, combined with the increasing acceptance of credit cards as an international means of payment, will make advertisers more likely to buy ad time on international stations. Garcia remarked, "(In the future) you are going to see people beyond religious broadcasters entering the market."

On a positive note, the broadcasters at the symposium did agree that jamming is becoming a thing of the past. Garcia concluded, "Jamming is very expensive and counter-productive . . . disinformation is a more effective means than jamming." Broadcasters who have incorporated jamming and traditional forms of propaganda into their broadcasts are switching to more sophisticated ways of persuasion. Garcia pointed to the new format of Radio Moscow as an example. The external service has changed from its old, stodgy propaganda style to a new and friendlier American talk show format. Even so, while the shows (Radio Moscow) are no longer traditional propaganda, each host has his or her own agenda."

Regarding shortwave's future, the outlook seems to be very positive. Garcia mentioned that every car radio in Brazil receives shortwave and most African national services are broadcast on shortwave. Garcia went on to refute shortwave doomsayers stating, "The people who say that shortwave is going to die are like the people who said the movies would die when TV came. It just is not going to happen."

There is even more good news for shortwave listeners. At the World Administrative Radio Conference in 1992, which will decide band allocations for radio, TV, and satellite communications, Garcia mentioned that the military bands, which have held large amount of HF band spectrum will most likely be freed. This is going to create more frequencies for shortwave broadcasters and listeners.

Despite his optimistic forecast for shortwave as a medium of international communication, Garcia anticipates greater competition for audiences from local stations. It seems that broadcasters will have to learn to be more competitive. He stated, "The losers in the future will be broadcasters who don't understand the medium or its capabilities and do not address the programming concerns for an international audience."

For broadcasters, the future seems to present greater challenges and greater opportunities if shortwave's potential is realized. Yet, for listeners, greater choices and new programming will mean decades of enjoyable listening.

As of August, the edited transcripts and technical papers of the "Turning Up the Volume On International Radio" symposium will be available for sale. For those interested, write Publications Sales Office, CSIS, 1800 K. Street, N.W. #400, Washington, D.C. 20006 or call 202-775-3119.

CQ Amateur Radio Buyer's Guide

You can buy with confidence when you have all the facts. The **1991 Equipment Buyer's Guide** gives you in-depth coverage of HF/VHF/UHF rigs and accessories. All the information is here in one handy, concise directory with descriptions, technical specifications, model numbers, retail prices and photographs. How do you get a ham license? What's the latest on the code-free license? What equipment do you really need to work the satellites? Should you buy a computer for your shack? How do you add computer control to your rig? You can buy with confidence when you have all the facts. Order the **1991 Equipment Buyer's Guide** today!

You'll need the **Antenna Buyer's Guide** to squeeze every last dB out of your antenna dollars. Make sure you get the best possible antenna system for the best price! HF and VHF/UHF, directional and omnidirectional, vertical and horizontal, mobile and portable—they are all covered in depth. Tuners, cables, wattmeters and more! You'll find detailed charts, specifications, photos and retail prices. Advice on getting the proper tower and antenna permits from a leading authority on PRB-1. Step-by-step guide to putting up your first beam! The bands are hotter than ever right now. You can't afford to wait.

ORDER YOUR BUYER'S GUIDE TODAY!
Don't miss the single most valuable buying guide in the Amateur Radio field. Send only **$4.95** today. Foreign: $6. U.S. funds. Foreign orders are payable in U.S. funds only by check drawn on a U.S. bank, or by U.S. Postal Service Money Order.

YES, please send my copy of 1990 EQUIPMENT BUYER'S GUIDE for only $4.95 (Foreign $6.00) postage paid.
Date _____ Number of Copies _____
Name _____ Call _____
Address _____
City _____ State _____ Zip _____
☐ Check ☐ MasterCard ☐ VISA
Card No. _____ Expires _____
Signature _____ (Signature required on all charge orders)
Mail to: CQ Communications, Inc.
76 North Broadway, Hicksville, NY 11801

BECAUSE YOU OPENED YOUR HEART,

Today, new techniques allow doctors to repair many heart defects in children without making a major incision. Your contributions to the American Heart Association help make these and other advances possible. And that makes opening your heart a good way to save it. To learn more, contact the American Heart Association, 7320 Greenville Ave., Box 17, Dallas, TX 75231.

You can help prevent heart disease. We can tell you how.

American Heart Association

DOCTORS WON'T HAVE TO OPEN HERS.

This space provided as a public service.